

**APRIL  
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# West Central Long Beach Community Planning Bulletin

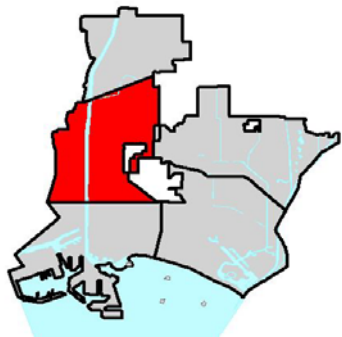
City of Long Beach ■ Department of Planning and Building  
Community and Environmental Planning Division

[www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)



Revised April 19, 2006

## PENDING DEVELOPMENT PROJECTS



The City of Long Beach is divided into five planning areas with a Community Planner assigned to each geographic area. This monthly bulletin is compiled by your community planner as a forum to update citizens on new developments and neighborhood issues as a way of keeping citizens involved in the planning process.

Please contact Steve Gerhardt, West Central Long Beach Community Planner, at (562) 570-6288 or via email at [Steve\\_Gerhardt@longbeach.gov](mailto:Steve_Gerhardt@longbeach.gov) if you have questions.

This bulletin is also available on the internet at: [www.longbeach.gov/plan/pb/cpd](http://www.longbeach.gov/plan/pb/cpd)  
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### **1. Menorah Housing, Atlantic Vernon Senior Housing Central PAC, Atlantic CEDC, and Council District 6**

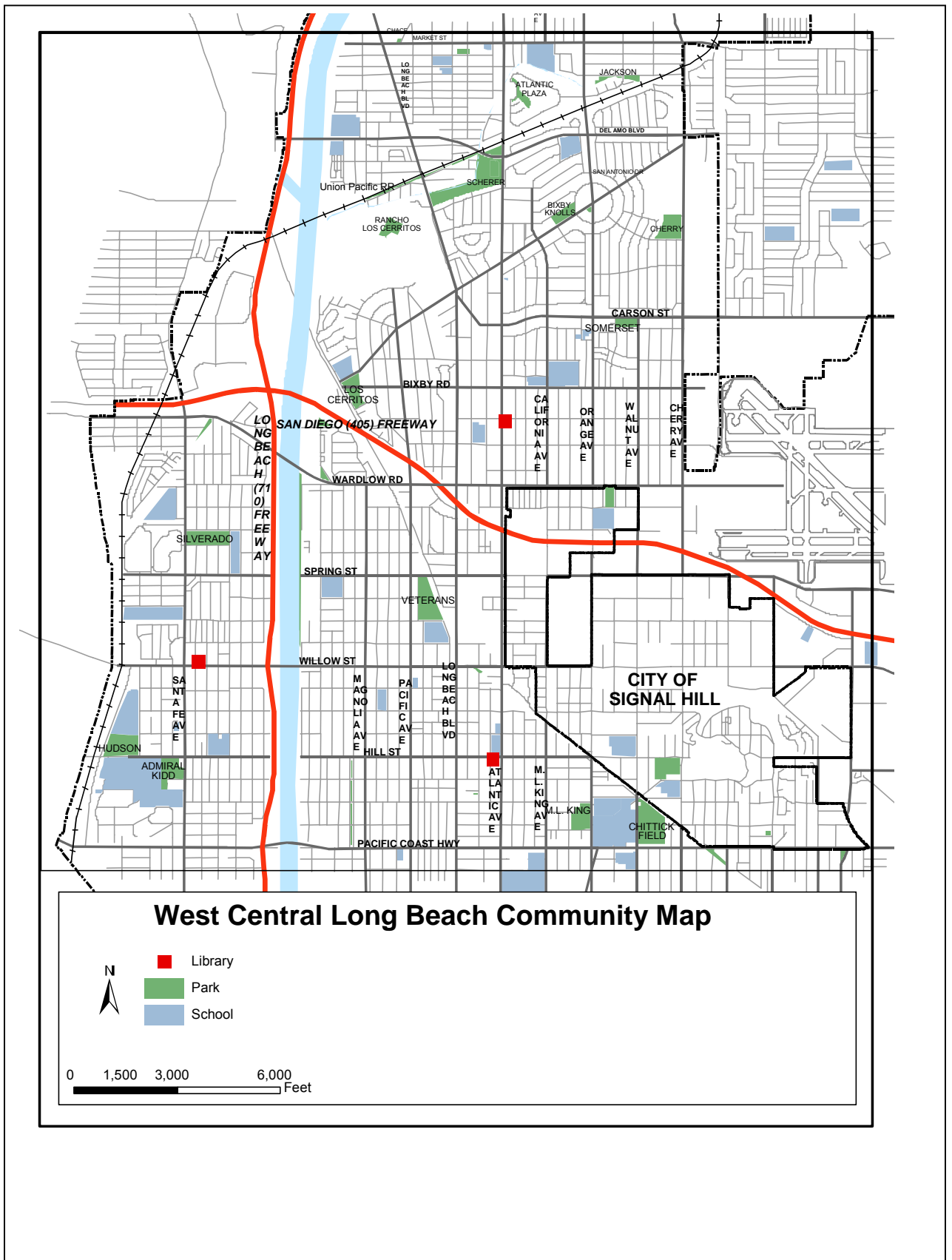
The proposed project is a new 66-unit **very low-income senior housing** development with onsite amenities for residents, including a library, lounge and community room. On January 5, 2006, the US Department of Housing and Urban Development (HUD), announced a Section 202 **grant of \$8.2 million** for the development of the project. This funding was made available to only 8 cities in California this year. The project is within the **Central Long Beach Redevelopment Project Area** on a site that has been assembled of several parcels by the Redevelopment Agency for future development. Now that funding has been secured and the planning application has been submitted for review, the architectural design will be refined. A review of the PD-25 planned development zoning district will be conducted as part of the project. The project will be brought to the Planning Commission for entitlements in Spring 2006. JV

### **2. 3747 Orange Avenue, California Heights Methodist Church (Case 0601-20) California Heights NA, Council District 7**

The proposed project is **replacement** of the existing **childcare building** with a **17,000 square-foot new facility** that will be **attached** to the **existing historic house**. Detailed design is being reviewed and localized traffic concerns are being analyzed. This project would require a zone change to allow the expansion of the existing non-conforming facility. No hearing dates have been set. SM

### **3. 4442 Atlantic Boulevard, Bixby Knolls Shopping Center (Case 0602--03) North PAC, Bixby Knolls BIA, Los Cerritos Improvement Association, Council District 8**

The project is a demolition of an existing 52,161 square-foot retail store (Robert's Department Store) and development of a **new 42,803 square-foot retail building (Marshall's)** and **5,000 square foot outlying retail/restaurant pad**. The Redevelopment Bureau is providing gap funding to make this project feasible. A hearing date for the site plan review of the development project will be set when the revised project plans are submitted. LH



**PENDING DEVELOPMENT PROJECTS, Continued**

**4. 3711 Long Beach Boulevard, (Case TBD)  
Bixby Knolls BIA, Los Cerritos Improvement Association, Council District 8**

The project is the construction of a **209-space parking structure** in place of an existing 65-space lot. Access to the structure will be provided through existing driveways on Long Beach Boulevard, but will be located adjacent to **Locust Avenue**. A **community meeting** was held by **Councilmember Rae Gabelich** on April 3 at Nino's Restaurant to elicit public comments prior to detailed design of the project and submittal of the project application. Plans for the street edge, landscaping and lighting treatment and buffering features of the design were discussed. A zone change from residential to commercial was initially considered, but will not be pursued because it would allow up to a 4-story building now or in the future. The project will be submitted as a courtesy parking area adjacent to the existing 10-story office building, and will conform to the development standards of the existing residential zoning. A hearing date for the site plan review of the development project will be set when the project plans are submitted.

**5. 4000 Via Oro, Intex Recreation Corporation Distribution Center (Case 0511-04)  
West Long Beach, Council District 8**

The project is a **534,000 square-foot distribution warehouse** with approximately 50 truck bays near the intersection of Carson Street and Santa Fe Avenue adjacent to the 710 Freeway. Intex is an importer/manufacturer of inflatable toys sold around the world. The project will require a site plan review and amendment to an existing development agreement. Staff from various departments have reviewed preliminary plans and given comments to the project applicant. A hearing date will be set when the revised project plans are submitted. SM

**6. 2367-2375 Long Beach Boulevard, Townhomes (Case 0511-38)  
Central PAC, Council District 6**

The project proposes **18-units** of for-sale **townhouses**, with access provided from the side streets and alley. The Olson Company, the project developer, presented this project to the Wrigley Association at its January 9, 2006 meeting. The design has been reviewed, but no hearing date will be set until revised project plans are submitted. MM

**7. Villages at Cabrillo (Case 0601-02)  
West Long Beach, Council District 7**

The former Navy housing complex area is being redeveloped. This project calls for **81 units of transitional housing**. The project is part of an overall master plan for the area. More details will become available in the next few months. MM

**8. 3275 Cherry Avenue, Administration Building (Case 0508-02)  
Council District 7**

The project is a 7,943 square-foot new **administration building** at an **existing industrial facility**. This site plan review application will be heard by **Planning Commission** on **May 18**. LH

**9. 2842 Temple Avenue, Warehouse Expansion (Case 0512-14)  
CPAC, Council District 6**

The project is an **11,309 square-foot expansion** of an existing warehouse used for vehicle storage. This application will be heard once revised plans are submitted. MM

**10. 3595 Santa Fe Avenue, Mobile Home Park Conversion (Case 0308-05)  
West Long Beach, Council District 7**

The project proposes **converting an existing Windward Village mobile home park** from rental ownership to **condominium ownership** through the subdivision of the property into 306 lots. A change of zone is required as part of the project. A hearing before the **Planning Commission** is set for **May 18** beginning at 1:30 PM in the Council Chambers. JW

**11. 1925 Pacific Avenue, Springs of Hope Christian Ministries (Case 0508-23)  
Wrigley Association, Wrigley NAG, Central PAC, Council District 6**

A conditional use permit is requested from a **storefront church** operating **without a permit** within a pedestrian commercial district. The Wrigley Association, Wrigley NAG, Central PAC, and other groups expressed opposition to the proposal largely because it is not conducive to a pedestrian-oriented commercial zone. The project did not have the required deed restriction and signage for the off-site parking location at the time of the original March 2 hearing, so discussion of the item before the **Planning Commission** was **continued** on April 6 and will be heard again on **May 18**. LF

**12. Atlantic and 21<sup>st</sup> Street, Atlantic Avenue Homeownership Development  
Council District 6**

The project is a Long Beach Housing Development Company (HDC) project to provide **58 moderate-income workforce homes**. On January 23, the HDC hosted a meeting to present the six potential developers to the community. A large public turnout asked questions about the type of housing and potential for local participation in the construction of the project. Since that time, the developer proposals have been reviewed and refined. The project will feature affordable attached homes for sale. The land acquisition and selection of the development team will be completed in the next few months. A **community meeting** is tentatively scheduled for **May 10** from 6:30 to 8:30 at the Burnett Elementary School Cafeteria. Please confirm the meeting by calling (562) 570-6949.

**13. 4400 Cherry Avenue, All Souls Cemetery (Case 0601-28)  
North PAC, Bixby Highlands NIA, Council District 7**

The proposal is a modification to a previous approval to allow the construction of a **new mausoleum**. The mausoleum is part of an overall master plan to add additional mausoleums in single-story and 3-story configurations and add to the existing mortuary. Hearing dates have not been set. LH

**ACTIONS ON COMPLETED CASES**

**14. Sports Park, 2801 Orange Avenue (Case 0507-01)  
Council District 7**

This **regional sports complex** has gone through a series of community discussions and design iterations to balance recreational needs with habitat preservation. Final designs for the facility were discussed and **approved** at the **April 18 City Council** meeting. JW

**15. 4000-4040 Atlantic Avenue, New Retail Center (Case 0509-09)  
Bixby Knolls BIA, Los Cerritos Improvement Association, and Council District 8**

An **11,800 square-foot retail center** is proposed for SWC of Atlantic Avenue at Carson. A new design was submitted in this month and is undergoing staff review. 60 parking spaces will be provided. This project was **approved** by the **Planning Commission** on **March 16**. LF

**16. 3748 Long Beach Boulevard, Medical Building (Case 0517-17)  
Los Cerritos Improvement Association, Bixby Knolls BIA, Council District 8**

The project is a lot merger in anticipation of the development of a **new medical building**. The development project will require a site plan review. The lot merger was approved by the **Zoning Administrator** on **March 20**. The site plan for the new building has been submitted for review and will be approved administratively within the next month, subject to property dedication along Long Beach Boulevard and other requirements. LF

**17. 4100 Cherry, Self-Storage (Case 0512-30)  
Bixby Highlands NIA, Council District 7**

The proposed project is **conversion of an existing storage warehouse** through the reconstruction of the interior. The current open floor plan would be modified to provide 3 interior floors for individual storage lockers. A total of **56,592 square feet of new floor area** would be created within the existing building shell. This original project was denied by the City Council in March 2005. Since that time, the applicant has worked with the community to develop control measures to improve traffic conditions in the project area. This project requires a zone change from CHN to CS to allow the expansion and a conditional use permit with conditions of approval specific to the project. No hearing dates have been set. The conditional use permit was **approved** by the **Planning Commission** on March 2 with concurrence with the 7<sup>th</sup> District Council Office. The **zoning change** for the property will be heard by the **City Council** on **May 2**. LF

## **ANNOUNCEMENTS**

### **18. Let Your Voice Be Heard**

The primary purpose of this newsletter is to let the community know about pending projects so you can provide your opinion about them. If you have any issues about the projects listed above, please let me know as soon as possible. My job is to make sure public concerns are considered in every decision made in the West-Central Community Plan Area. You can comment on the projects during the public hearings, but the sooner you express your concerns, the more opportunity there will be to incorporate them into the process.

### **19. Other Sources of Information**

The City's website (***LongBeach.gov***) provides information on a broad range of topics. You can sign up for automatic notifications via e-mail (e-notify), including availability of agendas for the City Council and Planning Commission, availability of this and other Community Planning Newsletters, and press releases from the City Manager's office.

### **20. Street Improvements and Studies**

Street improvement projects are common in many areas of the community, and are the re-investments in our community that are needed to replace and repair aging infrastructure. The following street and utility construction projects are on-going in the West-Central area:

- The **resurfacing of Long Beach Boulevard** from Wardlow to San Antonio Blvd. will begin this June and continue through September.
- A project to upgrade the **streetscape along Pacific Avenue** is moving forward. **Councilmember Laura Richardson** has been leading the effort to create this new plan for the pedestrian-oriented retail portions of 1900-2200 Pacific Avenue. The Central Redevelopment Project Area budget includes funds to develop and implement a Streetscape Master Plan for this area over the next several years. The master plan will include the street, crosswalks, and street furniture, landscaping, benches, light poles and other fixtures. A landscape architecture consultant is being sought to help inventory the existing conditions and work with the community to develop a detailed streetscape plan. Community input thus far has been to focus the improvements more intensely on a few blocks, rather than extend a lesser level of improvements over a larger segment of the corridor.
- **Water system** improvements continue. Main and lateral replacements along Earl Avenue, Pine Avenue, and Locust Avenue near 21<sup>st</sup> and Burnett Streets should be complete by June 2006. Burnett Street between Pacific Avenue and Long Beach Boulevard should be complete by mid-May 2006. The segment of Burnett Street from Pacific Avenue to Magnolia Avenue was recently completed.

## **21. Code Enforcement**

The City of Long Beach has a complaint-based code enforcement system. This means that your input is a necessary part of the process. Code enforcement issues can include weed abatement, abandoned cars, illegal/non-permitted uses, and garage conversions. Recent cases in the West Central area have included unpaved parking lots, illegal retail signs, illegal motorcycle repair, illegal additions and structures, and failure to comply with conditions of approval. The best way to initiate code enforcement complaints is to call (562) 570-6421.

## **22. Westside Police Meeting**

The Westside Police Division Commander Billy Quach will be hosting a meeting **April 26** at Division Headquarters, 1835 Santa Fe, starting at 6 p.m. The meeting will focus on auto theft and other crime-prevention issues.

## **IMPORTANT PHONE NUMBERS**

Council Member (6 <sup>th</sup> District), Laura Richardson	(562) 570-6816
Council Member (7th District), Tonya Reyes Uranga	(562) 570-6139
Council Member (8th District), Rae Gabelich	(562) 570-6685
Steve Gerhardt, West-Central Community Planner	(562) 570-6288
Police, toll free, anonymous, Gang Tip	(866) 426-4847
Police non-emergency calls	(562) 435-6711
Police narcotics tip line	(562) 570-7125
Community Policing, Marlene, CyAaron@longbeach.gov	(562) 570-9825
Historic Preservation	(562) 570-6864
Animal Control Center	(562) 570-7387
Rats, Roaches, Vermin & Other – Environmental Health	(562) 570-4132
Pot Hole Patrol, reporting street pot holes	(562) 570-3259
Maintenance for City Traffic Signs	(562) 570-5264
Street Median Issues, Tom Shippey	(562) 570-4899
Abandoned shopping carts removal	(800) 252-4613
Objects on power lines, SCE Hazardous Conditions	(800) 611-1911, press 2, then 4
Property Maintenance, Building, Zoning Code Enforcement	(562) 570-CODE
Zoning Information	(562) 570-6194
Building Permit information	(562) 570-6651
Call Before you Dig (Underground Service Alert)	(800) 227-2600
Noise Complaint, Environmental Health	(562) 570-5650
Unlicensed food vendors Business License	(562) 570-6211, ext. 7
Unlicensed food vendors Health & Human Services	(562) 570-4219
Damaged Sewer lines from street trees	(562) 570-3259
City Park Issues, Tom Shippey	(562) 570-4899
Graffiti hotline, on private property	(562) 570-2773
Graffiti in City Parks	(562) 570-4895
Graffiti on City Beaches	(562) 570-1582
Graffiti on County flood control channel	(562) 256-1920
Graffiti on Union Pacific Railroad property	(714) 379-3376
Graffiti on Caltrans property	(213) 897-3656
Special Refuse Pick-ups (Free twice a year for large items)	(562) 570-2876
Public Service (listen to menu for options)	(562) 570-2700
Neighborhood Resource Center, Margaret Madden	(562) 570-1010
Storm Drain Hotline, report items dumped in storm drain	(562) 570-3867